

ABSTRACT

Congestion will continue to occur with the increasing number of motorized vehicles, but with the development of technology, various innovations to reduce congestion have emerged, one of which is ride hailing. However, it cannot be denied that competition between ride hailing companies is getting tighter so that companies must think about how to maintain and increase customer satisfaction and loyalty, one of which is by looking at service quality and price factors. The purpose of this study was to determine the effect of service quality and price on consumer loyalty through customer satisfaction, namely students in Bandung City who use GoRide ride hailing services.

This research uses quantitative methods with descriptive causality. Sampling was carried out by nonprobability sampling method with purposive sampling type with 135 respondents with students in Bandung City as the population. The data analysis technique used was Structural Equation Modeling (SEM) - Partial Least Square (PLS) using SmartPLS 3.2.9 software.

Based on the research results, it shows that service quality has a significant effect on customer satisfaction. Price has a significant effect on customer satisfaction. Service quality has no significant effect on customer loyalty. Price has no significant effect on consumer loyalty. Customer satisfaction has a significant effect on customer loyalty. Service quality has a significant effect on customer loyalty through customer satisfaction. Price has a significant effect on customer loyalty through customer satisfaction.

Keywords: *Service Quality, Price, Consumer Loyalty, Consumer Satisfaction.*